INSTRUCTIONS FOR BALLOT II

Dear Panelist:

One of our clients is interested in learning what cigarette brands you are aware of and how you feel about those brands.

On the attached page under the heading "Brand Names" please write the names of as many cigarette brands as you can think of without referring to other sources. If you know of several versions of a brand such as menthol and non-menthol, filter and non-filter, king size and 100 mm length, or regular and low tar, use a separate line for each version. Don't hesitate to list a brand because you aren't sure of the exact name or spelling.

After you have listed as many brands as you can, check the one column after each brand which best describes how you feel about the brand.

When you have finished, please return your ballot in the enclosed postage paid envelope.

Thanks for your cooperation.

Cordially,

A. F. Cantile

A. F. Cantile
Panel Leader

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Source: https://www.industrydocuments.ucsf.edu/docs/skxk0000

BALLOT II

BRAND NAME (Write the names of as many brands as you can think of.)	If my own brand were not available... (check one) I would definitely consider buying this brand.	I would definitely not consider buying this brand.	I would not know enough about the brand to consider buying it.

What is your regular brand? (specific name) ______________________________

Is it ☐ Menthol or ☐ Non-Menthol
☐ Filter or ☐ Non-Filter
☐ Regular Length or ☐ 100mm/120mm

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